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Education service marketing management

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ABSTRACT

Good management will lead to the realization of the expected marketing, because marketing management is responsible for how the school's efforts to achieve the objectives set in its marketing, such as promoting schools to satisfy consumers and service quality. Marketing management needs to be considered by schools because it will determine the number of students who will enroll in the school. However, in marketing education that must be considered not only outside of school, such as placing advertisements, but also improving the internal school itself. Because with the existence of quality resources, it will give birth to a good image in the eyes of the community. Remember that consumer satisfaction must take precedence in this activity.



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Introduction

The development of science and technology is increasing rapidly and the development of industry 4.0 is added so that the demands of the world of work for specialization of abilities and skills are getting higher, making people feel the importance of the role of educational institutions which are certainly able to meet their hopes and desires. As consumers, of course, they want quality goods and services, fast or instant, as well as practical or fun at low or affordable costs.

This condition creates competition between educational institutions. This can be seen from the emergence of various educational institutions that are competing to offer their respective advantages to attract the interest of prospective students. Schools in order to increase competition between other schools require marketing of educational services to introduce these schools to the community.

In order not to be abandoned by its customers, educational institutions must be able to provide services that have higher value, better quality, more affordable prices, adequate facilities and better service than their competitors. (INTIZAM: Journal of Islamic Education Management Volume 1, Number 2, April 2018 accessed May 2, 2020)

To market educational services, good educational service marketing management is needed. In addition, marketing management is also needed to introduce and sell school products so that they are still in demand by the community. In this case school marketing management is needed to get as many students as possible so that the school continues to grow. A school that has good quality if it is not accompanied by good marketing management, the community will not be interested in sending their children to the school, this is because the community does not know the quality of the school. This is where the school / madrasah needs to always maintain its image in the community and always provide information to the outside world so that the madrasah is known by the community and has competitive competitiveness.

Literatur Review

Understanding Educational Services Marketing Management

Definition of Management

Management activities in organizations are aimed at efforts to achieve organizational goals. Management approaches are carried out with the aim of analyzing, creating or building a conceptual work, then identifying. Therefore management is the whole process related to the existence of types of institutions, various activities of positions in the organization and experiences in an environment. Where there are various kinds of life problems in the organization and its environment. it does not come out of the substance of management in general, namely the effort to regulate all resources to achieve goals (Machali and Hidayat, 2016: 1)

According to Ukas in Machali and Hidayat (2016: 1) Semantically, the word management comes from the verb to manage which means to manage, organize, drive, control, handle, manage, organize, run, implement and lead. The word management comes from the Latin word *mano* which means hand, being *manus* means working multiple times using the hands, plus the affix *agere* which means doing something, so it becomes *managiare* which means doing something repeatedly using hands. Meanwhile, according to Sukarna in Machali and Hidayat (2016: 2) said that in Webster's New Cooligiate Dictionary, the word manage comes from Italian management from the word *managgiare* which hereinafter comes from the Latin *manus* which means hand.

The word manage in the dictionary is defined as guiding and supervising, treating with care, taking care of business or affairs, achieving certain goals.

In French, manage means the act of guiding or leading. Manager means a supervisor who takes control, guidance and direction from a household which means broadly, namely including household companies, government, institutions and others.

In Sulistyorini, (2009: 8). Management comes from English, namely management with the verb to manage, which is generally defined as to take care of. Furthermore, the definition of management develops more completely. Lauren A. Aply, as quoted by Tanthowi, translates management as "The art of getting done though people" or the art of completing work through other people.

In subsequent developments, the word management is used in almost every area of the organization both in government and other organizations. This shows the importance of the role of management in the organization to achieve the success of its goals. Rue and Byars in Machali and Hidayat (2016: 2) reveal that the application of management concepts is equally good for government organizations, communities, religious institutions and others. Because every organization has the same characteristics in its object, namely a group of people who work together to achieve a goal and to move it using a leader or manager.

Management is also the science and art of regulating the process of utilizing human resources and other sources effectively and efficiently to achieve certain goals (Hasibuan, 2005: 1). Management is often defined as knowledge, tips and a profession. Said to be a science by Luther Gulick because management is seen as a field of knowledge that systematically seeks to understand why and how people work together to achieve goals and make this system of cooperation more beneficial to humanity. On the other hand, Mary Parker Follet explained that management can also be seen as the art of doing work through other people (The art of getting done through people), this definition implies that a manager in achieving organizational goals involves other people to carry out various tasks that have been done. arranged by the manager. Therefore, the skills possessed by a manager need to be developed through both assessment and training. Because management is seen as an art, a manager needs to know and master the art of leading which is closely related to the right leadership style and can be applied in various situations and conditions.

1. According to the large written Indonesian dictionary the definition of management is the effective use of resources to achieve goals and it is also said that management is the leader who is responsible for the running of the company and organization. (KBBi online, accessed July 1, 2020).
2. According to Machali and Hidayat (2016: 2-4), management can be interpreted from seven points of view, namely:
 Management as a tool or means
 Management means the means or means to use people, money, equipment, materials, methods effectively to achieve goals.
 Management as power or force (force)
 It means management as a source of power or strength that leads, provides directions and directs an organization to achieve the stated goals.

3. Management as a system (system)
The point is management as a system of cooperative human behavior directed to achieve certain goals through rational actions carried out continuously.
4. Management as a process (process)
The point is a typical process consisting of actions, planning, organizing, mobilizing and controlling carried out to determine and achieve predetermined goals through the use of human resources and other sources.
5. Management as a function (function)
It means that management is a function of executive leadership in any organization by using all the resources used to achieve organizational goals. With good management, it is hoped that goals can be achieved effectively and efficiently.
6. Management as a task (task)
It means management as the task of planning, organizing and staffing as well as monitoring other work in order to achieve one or more goals.
7. Management as an activity or business (activity / effort)
The point is management is an attempt to get something through the activities of other people to achieve effective goals.
From some of the definitions of management above and their point of view, it can be concluded that management is a process consisting of planning, organizing, directing, leadership, controlling and controlling through the use of resources and other resources effectively and efficiently to achieve certain goals. has been established.

Definition of Marketing

According to Kotler and Keller in Adam (2015: 2) marketing is an organizational function and a set of processes for creating, communicating, and conveying value to customers and managing relationships with customers, all of which can provide benefits to the organization and its stakeholders.

Machali and Hidayat (2016: 277) argue that marketing is a social and managerial process that involves important activities that allow individuals and groups to get their needs and wants through exchanges with other parties and to develop exchange relationships.

In the context of school / madrasah marketing is defined as, "a systematic processing of the exchange of values that is deliberately carried out to promote the missions of the school / madrasah based on satisfying real needs for both stakeholders and the social community in general". Muhaimin (2010: 98)

Thus, from some of the definitions of marketing stated above, it can be concluded that marketing is a process that starts from planning to goods or services that can be consumed by the public (consumers). Marketing is also defined as human activities that are directed to meet and satisfy needs and wants through an exchange process.

Definition of Marketing Management

Marketing management according to Kotler and Armstrong (2008: 58), "Marketing management is the analysis, planning, implementation and control of programs designed to produce the desired exchange with target markets for the purpose of achieving organizational goals. This is very dependent on organizational design that offers in terms of target market needs and wants and use effective pricing, communication, and distribution to inform, motivate and serve the market.

According to Philip Kotler / Armstrong (2002: 14) states that marketing management is the analysis, planning, implementation and control of programs designed to create, build, and maintain beneficial exchanges with target buyers with a view to achieving organizational goals.

According to Buchari Alma (2004: 130) states that marketing management is planning, directing, and supervising all marketing activities of a company or marketing division. According to Lupiyo Adi (2006: 6) states that "Marketing management is an analysis, planning, implementation and control. programs that have been planned in conjunction with the desired exchanges against consumers aimed at obtaining personal or mutual benefits".

According to Buchori and Djaslim (2010: 5), marketing management is a process of planning and implementing conceptions, pricing, promotion and distribution of ideas, goods and services, to produce exchanges that satisfy individuals and meet organizational goals.

Meanwhile, the main purpose of marketing management is to know consumers very well so that companies can offer products and services to which consumers remain loyal and new consumers continue to increase.

Definition of Services

A marketing expert stated that the definition of service is "a service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production.

may or may not be tied to a physical product ". Kotler and Keller (2009: 428) mean that services are any action or performance offered by one party to another party which is in principle intangible and does not cause any transfer of ownership.

Service is something that is provided by one party to another party which is basically intangible and does not result in a transfer of ownership. (Adam: 2015, 10). Furthermore, Lamb & Mac Daniel in Wijaya defines service as the result of efforts to use humans and machines to people or objects. Services include actions, performance, or efforts that cannot be processed physically. (Wijaya, 2016: 10)

Services are often viewed as a complex phenomenon. The word service has many meanings, from personal service to the meaning of service as a product. Lovelock in Wijaya (2016: 2) defines service as an action or action offered by one group to another group and as an economic activity that is create value and provide benefits to customers at a specific time and place and something that can be bought and sold.

Services are identifiable and intangible activities that are the main object of the transaction, which are designed to provide the satisfaction that customers want.

From the various definitions of services that have been presented, it can be concluded that service is an activity carried out by a person or organization to provide benefits to customers. Services are actions or deeds that often involve tangible things. However, in essence the services are intangible.

Definition of Education

The definition of education is a conscious and planned effort to create an atmosphere of learning and the learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, the nation and the state. ". (Law on National Education System: chapter 1 paragraph 1)

According to the Indonesian national education figure, Ki Hajar Dewantara, education is defined as an effort to make demands on all the natural forces that exist in children, so that they, both as humans and as members of society, can achieve the highest possible safety and happiness in physical and mental life. .

Education as a service product is something that is intangible, but it can meet consumer needs which are processed by using or not using the help of physical products, namely the process that occurs is an interaction between service providers and service users that does not result in the transfer of rights or ownership.

From an economic perspective, education is an effort to prepare human resources (human investment) that will produce reliable human beings to become the driving force for national economic development. Therefore, education must be able to produce quality graduates who have knowledge competencies, are able to master and develop technology that is beneficial to life. In fact, the role of education is very important and strategic to increase national competitiveness and build national independence, which is an absolute prerequisite for entering competition between nations in the global era. (UPI Educational Administration Lecturer Team, 2010: 329)

Education is a form of service product that is intangible but can meet consumer needs which are processed by using or not using the help of physical products where the process that occurs is an interaction between service providers and service users which does not result in a transfer of rights or ownership. With

Thus, the components of educational institutions must always make improvements in terms of quality (competence).

So the definition of education can be concluded, namely conscious and systematic efforts to achieve a standard of living or for better progress, education can also be interpreted as a learning process for students to be able to understand, understand, and make humans more critical in thinking.

Definition of Educational Services

According to Alma (2005: 3). Educational services are all activities related to education that prioritize service in the process. Schools are non-profit organizations engaged in educational services. Educational services play an important role in developing and improving the quality of human resources. The success of educational services can be realized in the form of providing quality education services to customers of education services, namely students. (Wijaya, 2016: 1)

Definition of Marketing of Educational Services

According to Machali and Hidayat (2010: 263-264) Marketing in the context of educational services is, "a social and managerial process to get what is needed and desired through the creation (creation) of offers, exchange of valuable products with other parties in the field of education". Also according to Alma and Hurriyati (2008: 31) educational service marketing is, "the activities of educational institutions to provide services or deliver educational services to consumers in a satisfactory way".

David Wijaya also argues that marketing educational services is a way of doing something in which students, parents, school employees, and the community perceive schools as community support institutions dedicated to serving customer needs. Therefore, the marketing of educational services includes activities and tools to consistently and effectively promote schools as the best educational choice for students and parents who are assets to society. (Wijaya, 2016: 20)

The function of marketing in educational institutions is to form a good image of the institution and attract the interest of a number of prospective students. Therefore, marketing must be customer-oriented, which in the context of schools / madrasahs are called students. (Muhaimin, 2010: 101)

Meanwhile, marketing ethics in education is to offer quality intellectual and character building services as a whole, because education is more complex, which is carried out with full responsibility. The results of his education refer far to the future, fostering the lives of citizens, the next generation of scientists in the future. (Machali and Hidayat, 2010: 264)

From the explanation above, it can be understood that the marketing of educational services is a managerial process that carries out activities of offering and exchanging intellectual services or any products in schools to meet the needs and desires of educational customers (students) so as to satisfy customers. Marketing implementation certainly requires a concept to make these activities more focused and something that is marketed according to consumer needs.

Marketing of educational services is one of the main activities carried out by educational organizations to maintain their survival, to develop, and to earn a profit. Educational marketing activities must also be able to provide satisfaction to consumers if they want their business to continue, or consumers have a favorable view of educational institutions. Educational marketing includes educational institution efforts that begin by identifying consumer needs that need to be satisfied, determining the product to be produced, determining the appropriate product price, determining promotional methods and how the process of producing it is

Alma (2013: 263) explains that management tries to instill the name of the institution and its products in the minds of consumers, this is aimed at achieving how to win the market. Meanwhile, marketing tactics such as using various promotional techniques, community service are in order to gain market domination, with the term how to penetrate a market. Furthermore, offering value aims to win a place in the hearts of consumers or how to create an emotional touch. Now it is very important service quality or SERVQUAL (Service Quality) as a powerful competitive tool to maintain subscriptions, build quality standards for excellence.

The relationship between marketing and good management is at the core of whether a marketing is accepted or not. Marketing must prioritize mature management so that it can see opportunities and must synchronize the goals and capabilities of the institution, as well as changes in marketing opportunities. Marketing that is carried out with good management will produce activities to develop a clear mission, support the goals and objectives of the institution, so that it leads to proper and efficient implementation.

Conclusions

The success of marketing educational services is related to the activities of fulfilling the needs, wants, and expectations of internal and external customers. The purpose of marketing educational services is to create schools that make parents want to send their children to school, qualified school employees want to work, and there is community support. The positive values obtained are the increase in the number of students, the number of qualified teachers, the number of employees who like to work, the number of donors, the

participation of parents of students, community support, and favorable relationships with external school customers.

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